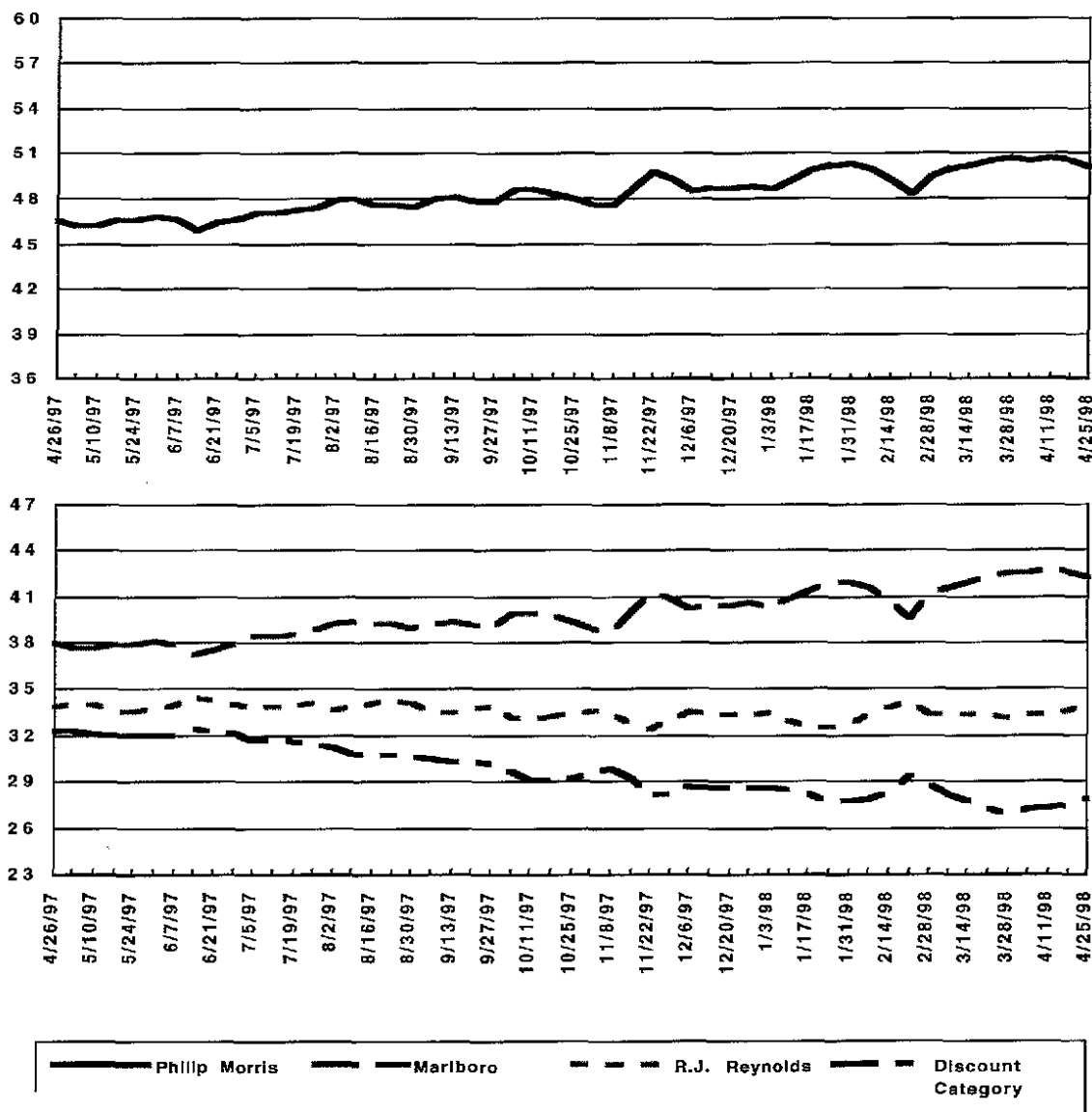


CIRCLE K (H. Willard) THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	50.15	50.10	47.48	50.45	2.97
Marlboro	42.00	42.22	38.97	42.42	3.45
OPB	5.47	5.12	5.77	5.31	-0.46
Basic	2.32	2.30	2.41	2.29	-0.13
R. J. Reynolds	33.25	33.91	33.74	33.37	-0.37
Camel	8.45	8.60	8.09	8.46	0.37
Winston	5.32	5.59	4.67	5.58	0.91
Doral	3.88	4.10	3.51	3.96	0.45
B&W	12.70	12.32	14.03	12.45	-1.58
GPC	7.68	7.46	8.54	7.51	-1.04
Lorillard	3.69	3.44	4.45	3.53	-0.92
Newport	3.33	3.22	3.46	3.31	-0.15
Liggett Group	0.03	0.02	0.06	0.02	-0.04
Premium	72.16	72.08	69.22	72.49	3.27
Private Label	12.67	12.74	14.30	12.45	-1.85
Avg Ind CPW	237.57	249.17	229.16	242.66	13.50
Avg PM CPW	119.15	124.84	108.80	122.41	13.62
Avg Marl CPW	99.77	105.19	89.30	102.94	13.65
# of Stores	2300	2300	2298	2300	2

Source: STARS Store Level Data

Leadership Accounts Package